

**Virginia State Milk Commission
Retail Price Survey Information
Fluid Milk Products
October-04**

Eastern Virginia Market

<u>Product</u>	<u>Butterfat Content</u>	<u>Container Size</u>	<u>Price Found Most Often Or Average</u>	<u>Price Range</u>		<u>Presumed Retail Cost Dock Pickup</u>
				<u>Min. Price</u>	<u>Max. Price</u>	
Whole Milk	3.25%	Gallon	\$ 3.63	\$2.56	\$4.39	\$2.3490
		1/2 Gal Paper	\$ 2.69	\$2.69	\$2.69	\$1.5211
		1/2 Gal Plastic	\$ 2.33	\$1.69	\$3.00	\$1.2264
		Quarts	\$ 1.44	\$0.99	\$1.69	\$0.7473
Low Fat Milk	2.00%	Gallon	\$ 3.52	\$2.34	\$4.39	\$2.1412
		1/2 Gal Paper	\$ 2.69	\$2.69	\$2.69	\$1.4215
		1/2 Gal Plastic	\$ 2.30	\$1.59	\$3.00	\$1.1374
		Quarts	\$ 1.48	\$1.15	\$1.69	\$0.7028
Low Fat Milk	1.00%	Gallon	\$ 3.33	\$2.59	\$3.99	\$1.9727
		1/2 Gal Paper	\$ 2.69	\$2.69	\$2.69	\$1.3335
		1/2 Gal Plastic	\$ 2.16	\$1.49	\$2.65	\$1.0473
		Quarts	\$ -	\$0.00	\$0.00	\$0.6477
Skim	0.50%	Gallon	\$ 3.34	\$2.06	\$4.39	\$1.8921
		1/2 Gal Paper	\$ 2.69	\$2.69	\$2.69	\$1.2921
		1/2 Gal Plastic	\$ 2.23	\$1.29	\$3.00	\$1.0144
		Quarts	\$ 1.50	\$1.29	\$1.69	\$0.5957

Western Virginia Market

<u>Product</u>	<u>Butterfat Content</u>	<u>Container Size</u>	<u>Price Found Most Often Or Average</u>	<u>Price Range</u>		<u>Presumed Retail Cost Dock Pickup</u>
				<u>Min. Price</u>	<u>Max. Price</u>	
Whole Milk	3.25%	Gallon	\$ 3.35	\$2.98	\$4.23	\$2.3309
		1/2 Gal Paper	\$ 2.49	\$2.19	\$2.86	\$1.5116
		1/2 Gal Plastic	\$ 1.96	\$1.58	\$2.73	\$1.2169
		Quarts	\$ 1.30	\$0.99	\$1.48	\$0.7431
Low Fat Milk	2.00%	Gallon	\$ 3.17	\$2.79	\$4.00	\$2.1221
		1/2 Gal Paper	\$ 2.45	\$2.09	\$2.85	\$1.4119
		1/2 Gal Plastic	\$ 1.84	\$1.54	\$2.49	\$1.1278
		Quarts	\$ 1.33	\$1.21	\$1.39	\$0.6985
Low Fat Milk	1.00%	Gallon	\$ 3.05	\$2.59	\$3.86	\$1.9536
		1/2 Gal Paper	\$ 2.45	\$2.09	\$2.85	\$1.3250
		1/2 Gal Plastic	\$ 1.77	\$1.47	\$2.42	\$1.0388
		Quarts	\$ 1.34	\$1.29	\$1.39	\$0.6434
Skim	0.50%	Gallon	\$ 2.96	\$2.49	\$3.63	\$1.8730
		1/2 Gal Paper	\$ 2.42	\$2.09	\$2.75	\$1.2826
		1/2 Gal Plastic	\$ 1.70	\$1.29	\$2.37	\$1.0049
		Quarts	\$ 1.23	\$1.01	\$1.39	\$0.5915

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Southwest Virginia Market

<u>Product</u>	<u>Butterfat Content</u>	<u>Container Size</u>	<u>Price Found Most Often Or Average</u>	<u>Price Range</u>		<u>Presumed Retail Cost Dock Pickup</u>
				<u>Min. Price</u>	<u>Max. Price</u>	
Whole Milk	3.25%	Gallon	\$3.49	\$2.89	\$4.18	\$2.2801
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$1.4872
		1/2 Gal Plastic	\$2.05	\$1.69	\$2.48	\$1.1925
		Quarts	\$1.74	\$1.74	\$1.74	\$0.7303
Low Fat Milk	2.00%	Gallon	\$3.39	\$2.79	\$4.18	\$2.0723
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$1.3865
		1/2 Gal Plastic	\$2.02	\$1.59	\$2.48	\$1.1024
		Quarts	\$0.00	\$0.00	\$0.00	\$0.6858
Low Fat Milk	1.00%	Gallon	\$3.29	\$2.69	\$4.18	\$1.9038
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$1.2996
		1/2 Gal Plastic	\$2.24	\$1.99	\$2.48	\$1.0134
		Quarts	\$0.00	\$0.00	\$0.00	\$0.6307
Skim	0.50%	Gallon	\$3.22	\$2.49	\$4.18	\$1.8232
		1/2 Gal Paper	\$0.00	\$0.00	\$0.00	\$1.2572
		1/2 Gal Plastic	\$1.95	\$1.39	\$2.48	\$0.9794
		Quarts	\$0.00	\$0.00	\$0.00	\$0.5788

Notes Retail price surveys are taken at various times and in various locations each month by staff of the Commission.

Retail price surveys are taken primarily at large retail grocery supermarkets and discount chains.

The price found most often is the retail price most frequently observed.

The price range represents the range of prices observed.

The SMC Presumed Retail Cost Dock Pickup is a monthly calculation performed by the Commission on the cost of fluid milk products at dock adjusted for retail cost as defined by regulation. This cost includes the processor cost for raw milk, processing, packaging, advertising, administrative costs, handling, and ingredients. It includes no calculations for processor or retailer profit.

Under State Milk Commission regulations a retailer may not advertise, sell or offer to sell any fluid milk product at less than their cost or presumed cost.